

News Release



April 18, 2001
FOR IMMEDIATE RELEASE

CONTACT: Hoyt Fields
(805) 927-2074

NATIONAL HONOR FOR HEARST CASTLE®

SAN SIMEON, Calif. – Hearst Castle®, the majestic Central Coast mansion now maintained and operated as a public museum by the California Department of Parks and Recreation, has been awarded the highest honor a museum can receive – accreditation by the American Association of Museums, meaning it is operating on all levels according to the highest professional standards.

“We hope the people of San Luis Obispo County share our pride in having earned this prestigious honor,” said Kirk Sturm, Museum Director-Superintendent of Hearst Castle®, in announcing the achievement.

“This process was rigorous and demanding, as we examined virtually every aspect of our museum’s operation,” Sturm said. “A year of self-study and an on-site review by a team of experienced museum professionals was required. We hope everyone in our community will help us celebrate this award by visiting Hearst Castle® and exploring its fine programs and exhibits.”

The goal of the American Association of Museums (AAM) is to represent and serve as an advocate for the interests of U.S. museums, promoting understanding of the responsibilities, functions, and needs of museums among the general public and leaders in the private and public sectors. There are about 750 accredited AAM members, including museums of all kinds and sizes throughout the United States.

According to the AAM, the accreditation process “reflects, articulates, reinforces, and promotes the best practices in museums.” Earning accreditation, the AAM says, “provides museums with national recognition signifying that the institution is operating on all levels according to the highest and most current professional standards and practices, and that it fulfills its obligations to the public as put forth in its mission.”

Hearst Castle® was built by William Randolph Hearst, the late newspaper tycoon, over a period of nearly 30 years beginning in 1919. The estate consists of 165 rooms and 127 acres of gardens, terraces and walkways. Mr. Hearst was a prolific art and antique collector and the vast collection is housed virtually intact at the castle.

(MORE)

The Hearst San Simeon State Historical Monument®, better known as Hearst Castle®, is located on the spectacular Central Coast of California, about midway between San Francisco and Los Angeles. The park is at 750 Hearst Castle Road, just north of San Simeon on California State Route 1. Hearst Castle® is open daily for public tours, beginning at 8:20 a.m. The last tour of the day starts at 3:20 p.m., sometimes later during the summer.

More information about Hearst San Simeon State Historical Monument® is available on the California Department of Parks and Recreation website, www.parks.ca.gov or at its own website, www.hearst-castle.org. Reservations for tours are recommended, and may be made by calling toll free 1-800-444-4445.

#